

Message Text

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PAGE 01 MUSCAT 00856 290808Z
ACTION NEA-10

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UNCLAS MUSCAT 0856

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS; BEXP MU
SUBJECT: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: (A) STATE 120727 (B) MUSCAT 733

1. POST CONTINUES TO RECOMMEND TRADE EVENTS LISTED IN REF B AS APPROPRIATE FOR FY 1979. POST'S LIMITED PERSONNEL RESOURCES LIMIT MUSCAT TO NO MORE THAN THREE TRADE EVENTS A YEAR. WE SEE TWO TRADE MISSIONS AND A SALES SEMINAR AS OPTIMUM. EVENTS SHOULD BE SCHEDULED AT LEAST SIX WEEKS APART TO GIVE NEEDED PREPARATION TIME AND BREATHING SPACE.

2. ARABIC TRANSLATIONS CAN BE PROVIDED LOCALLY FOR SIMPLE 3 OR 4 PAGE EXHIBITION BROCHURES. MORE LENGTHY AND COMPLICATED TRANSLATIONS WOULD BEST BE DONE ELSEWHERE. PRINTING COSTS FOR A SIMPLE BROCHURE WOULD BE \$60 PER 500 COPIES AND \$90 PER THOUSAND COPIES. TRANSLATION COSTS WOULD BE ROUGHLY \$20.

3. EXPATRIATE BUSINESSMEN AND CONSULTANTS IN OMAN ARE GENERALLY SOPHISTICATED AND WILL CONCENTRATE ON TECHNICAL DETAILS. OMAN GOVERNMENT OFFICIALS AND BUSINESSMEN LACK
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TECHNICAL EXPERTISE AND WILL BE MORE CONCERNED WITH BASIC COST AND MARKETING CRITERIA. IN EACH PRIMARY AREA, THERE HAVE BEEN NUMEROUS CONSULTING REPORTS AND STUDIES; THE OMANIS ARE NOW ANXIOUS TO START PURCHASING HARDWARE AND GETTING PROJECTS ON STREAM.
SIZER

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Message Attributes

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